

Philip Morris Inc. 1986
PARLIAMENT
Lights



THE **PERFECT RECESS**

Re-cess (Webster): A break from activity for rest or relaxation.
Re-cess (Parliament): A unique filter for extra smooth taste and low tar enjoyment.



SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Feb. 85.

PHILIP MORRIS INC.
JOB NO: PR6-96-4474C
AD NO: 291C
TITLE: Sleigh
SIZE: 14/C (9 3/4 x 21 1/2)
PUBLICATIONS: Sunday Supplements
YEAR: 1986
THIS ADVERTISEMENT PREPARED BY
BACKER & SPERVOGEL

WARNING EXHIBIT SIZE: 3
WARNING STATEMENT: C
TAR & NICOTINE SIZE: 10pt
COVER DATE: 12/21/86
QUARTER OF COVER DATE: Fourteenth

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